R. J. Reynolds Tobacco Company

New Jersey Chain Division

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To: Audrey Evanchik, D. L. James, R. H. Fricke, R. L. VanSickle, G. P. Mitchell, F. J. DeJong, G. B. Brown, G. R. Teeter, M. F. Richards, M. R. Gambardella

All Sales Representatives With Direct Responsibility For Contacting Independent Shop Rite Supermarkets

RE: **1998 Carton Merchandising**

Looking forward to 1998 and the general uncertainty surrounding cigarette merchandising, I think it's important that we all move in the same direction with regard to our approach with Shop Rite Stores supplied by Wakefern Food Cooperation. Listed below are some key issues to keep in mind when talking to the ***Decision Maker*** in your Shop Rite Store:

- A "store within a store" setup has been implemented in the Kinney Shop Rite, located in Newport Delaware. This setup is in front of the registers, adjacent to the customer service center, and is approximately 12' wide and 9' deep. This is a limited access setup, served by the cash register located in the customer service center. This setup employs the Industry Approach with BAT and Lorillard. We have also allocated adequate space to Philip Morris. Please feel free to visit this store with any of your Shop Rite Members. Please call me for directions to the store.

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Source: https://www.industrydocuments.ucsf.edu/docs/qyxy0000

- We have also placed a non self-service carton and pack setup in the Infusino Shop Rite located in Little Falls, NJ. In this setup we have 12' of cartons using high profile wood modules, and 3' of packs in a mid profile UPM. All canopies are lighted with pricing capability. Again, this is an Industry Setup with adequate space for Philip Morris.

- I will be making a presentation to Wakefern's Store Setup Group in mid December. This Group is directly involved with all new stores and remodels. I will be discussing the proper method of merchandising cartons and packs in a non self-service environment.

It's extremely important that each of you responsible for contacting independent owned Shop Rite Stores or Store Groups, see the owner or decision maker each time you contact the store.

Please feel free to discuss the availability of seeing the above setups, and possible future application with assistance from RJR. Early indications are that Philip Morris will be placing concentration on volume carton outlets in early 1998. Most of the Shop Rite Member Stores fall into the volume group that PM will approach.

With a concerted team effort....my contact with Wakefern Headquarters....and your individual store contact directly with store management, we will fulfill our role as ***Category Educators*** *and benefit in the long term.*

Please call me if you have any questions, or need any assistance with presentations.

Best Regards,

Nick Kuruc

cc: M. A. Young
J. R. Loftin, Jr.

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